

JULY 16, 2015 NEWSLETTER

THIS WEEK:

The next regular meeting of the Tri-Valley Executives' Association will be on **July 23rd** here at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Chuck Eggers** of Barons Jewelers and **Manny Martin** of Amador Valley Property Management.

The TWO TRUTHS will be given by **Dave Cherry** of Big O Tires.

Joe Goulette of J.G. Construction will give his CLASSIFICATION.

MEMBERSHIP:

The next official **Guest Breakfast will be on September 10th**.

Please let Cristin know if she can help in any way. She's happy to type and mail letters for any contacts you'd like to invite.

Thank you to the following members who reported an invited guest last week:

- Joey MInahan

Keep up the good work!

TWO TRUTHS:

By **Dave Parker, Edward Jones**

1. Edward Jones has made it up to #426 on the Fortune 500 company list.
2. Dave went to work for Edward Jones on July 6, 2010, which was also he and his wife's 5th anniversary.
3. Edward Jones stock climbed from \$32/share to \$65.10/share in the first quarter of 2015.

If you paid attention to Dave's classification talk a few weeks ago, you'd know that Edward Jones is not a

publicly held company; it is a partnership owned by its brokers and there is no stock.

To talk to Dave about stock that isn't a lie, call him at 837-7730 david.parker@edwardjones.com.

BOOK TALK:

On August 13th, Jim Pease will lead a discussion about theories and strategies laid out in the book "**The Power of Habit: Why We Do What We Do in Life and Business**" by Charles Duhigg. If you don't want to read it, you don't have to, or if you want to get into it a little, focus on the first third.

TWO TRUTHS:

By **Dave Silva of Silmar Flooring**

1. Dave has been a member of the Execs for 32 years.
2. He went into the flooring business at age 21.
3. Silmar Flooring started in Pleasanton.

Although Dave and his business partner, grew their business in Pleasanton, the partnership was actually formed in Hayward.

To talk to Dave Silva about a flooring job, no matter how big or small, give him a call at 846-7600 dsilva@silmarflooring.com.

GUEST SPEAKER:

Eric Rude, Executive Coach talked ways to make your lead talk more dynamic. How do you introduce yourself so it sticks?

Practice your "elevator pitch": in a short amount of time (the length of an elevator ride), what do you want the person in front of you to know about you?

1. Tell what your solution is to their problem.
2. Using a narrative style, get more specific, but in only 1 sentence; what makes your business unique?

3. Ask an open-ended question, and follow-up with another question: What is the most interesting project you're working on right now? What's your biggest challenge?
4. Bring it full circle, back to how your solution is perfect for their problem.

- Web Designer & SEO (search engine optimization)
- Bakery

Please let me know if I can help in any way. I'm happy to type and mail letters for any contacts you'd like to invite.

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$115** with 1 white marble (\$5), 1 blue marble (\$10) and 1 red marble (the Pot).

HOW MANY INVITATION LETTERS DID YOU SEND THIS WEEK?

UPCOMING:

July 30 – **Mike Peel**, Sotheby's International Realty

August 6 – **Chris Rugaard**, Family Law Attorney

August 13 – **Book talk**: "The Power of Habit"

August 20 – **Bob Olsen**, Olsen Painting

August 27 – **Dan Brown**, Onstad's Insurance

THIS WEEK REPORTING ON GUEST INVITATIONS:

DURING THE LEAD SECTION, PLEASE REPORT ON THE NUMBER AND/OR WHO YOU SENT THE INVITATION LETTER TO.

CLASSIFICATIONS NEEDED:

- Business Broker
- Bookkeeper
- Chiropractor
- Electrician
- Handyman
- Commercial Property Manager
- Commercial Realtor
- Shredding Company